

# What Is Behind This Enormous Demand?

For some time, now, the production of Goodyear Tires has been sustained at a point beyond anything previously recorded in the tire industry.

Over several months, the output of the Goodyear Akron factories alone has approximated 25,000 finished Goodyear Tires a day, while the daily production of our Canadian plant has well exceeded 2,000.

It is so evident that even this unprecedented total will not meet all needs that we are now at work on a plant in Los Angeles which will afford us several thousand tires additional daily capacity.

In other words, the demand for Goodyear Tires has assumed such immense proportions as to make our present enormous production all too small.

Behind this demand on the part of the public is no other thing than the consistently fine service Goodyear Tires everywhere deliver users.

No fictitious discounts, no delusive guarantees, no expedients of any sort have been employed to stimulate artificially the steady advance in sales.

Purely on the intrinsic merit of the product, and the faultless character of its performance, rests the unexampled leadership that Goodyear Tires enjoy.

Certainly Goodyear Tires must embody a conspicuous superiority thus to win and hold the allegiance of the largest single group of tire-buyers in the world.

We are devoting our whole energies to the expansion of our production, in an endeavor to establish ample stocks of Goodyear Tires everywhere.

In the meantime we suggest that you let your Goodyear Service Station Dealer show you how to give proper care to the Goodyear Tires you now have, as a means of assuring you their maximum usefulness.

He will be glad to instruct you in the application of Goodyear Tire-Savers, which are designed especially to prevent troubles and to prolong tire life.

Your return from their use will be not only increased satisfaction, but a very material profit in added mileage.

